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YOUNG MARRIED COUPLES' ATTITUDES

TOWARD BANK CREDIT CARDS

by

Elizabeth Ellen Gorham

A thesis submitted in partial fulfillment of the
requirements for the degree

of

MASTER OF SCIENCE

in

Household Economics and Management

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Elizabeth Ellen Gorham

TABLE OF CONTENTS

	Page
ACKNOWLEDGMENTS	ii
LIST OF TABLES	v
LIST OF FIGURES	vi
ABSTRACT	vii
INTRODUCTION	1
Statement of the Problem	1
Definition of Terms	3
REVIEW OF THE LITERATURE	5
Change of Attitude Regarding Credit Usage.	5
Development of Credit Card Programs	6
Functionings of the Bank Credit Card	7
Opposition to Bank Credit Card Programs	8
Expansion of the Bank Credit Card Program	9
Advantages and Disadvantages of Bank Credit Card Use	10
Money Management Related to Marital Happiness. . .	11
METHODS AND PROCEDURES	13
Sample	13
Pilot Study	13
Measurement of Attitudes	14
Study Instruments	14
Background questionnaire	14
Marital happiness rating scale.	15
Case study situations	15
Sampling	17
Analysis of Data	19

TABLE OF CONTENTS (Continued)

	Page
Case study situation scores	19
Marital happiness rating score	19
Statistical analysis	20
RESULTS AND DISCUSSION	22
Sample	22
Hypothesis 1	28
Written comments on the case study situations	33
Marital Happiness Ratings of Husband and Wife . . .	35
Hypothesis 2	35
Hypothesis 3	39
SUMMARY AND CONCLUSIONS	48
Limitations	50
Recommendations	51
LITERATURE CITED	52
APPENDIX	55
VITA	70

LIST OF TABLES

Table	Page
1. Distributions of age, number of years married and number of children in married student households . .	23
2. Educational status of husband and wife	24
3. Religious background of husband and wife	24
4. Combined annual disposable income and sources of income reported by married student households	25
5. Possession and use of bank credit cards by husband and wife	27
6. Correlation between attitudes of husband and wife regarding the use of the bank credit card on total and individual case study situation scores	30
7. Distribution of attitude discrepancy scores of husband and wife regarding the use of the bank credit card in eight case study situations	31
8. Correlation between attitudes of husband and wife regarding the use of the bank credit card for couples indicating a "Very Happy" marital happiness rating .	37
9. Correlation between attitudes of husband and wife regarding the use of the bank credit card for couples indicating other than a "Very Happy" marital happiness rating	41
10. Distribution of attitude discrepancy between husband and wife regarding the use of the bank credit card for couples indicating a "Very Happy" marital happiness rating and for couples indicating other than a "Very Happy" marital happiness rating in eight case study situations.	43

LIST OF FIGURES

Figure	Page
I. Distribution of attitude discrepancy scores of husband and wife regarding the use of the bank credit card for forty sample couples	29
II. Distribution of marital happiness rating scores of husband and wife for forty sample couples	36
III. Distribution of attitude discrepancy scores of husband and wife regarding the use of the bank credit card for couples expressing a "Very Happy" marital happiness rating	38
IV. Distribution of attitude discrepancy scores of husband and wife regarding the use of the bank credit card for couples expressing other than a "Very Happy" marital happiness rating	40

ABSTRACT

Young Married Couples' Attitudes

Toward Bank Credit Cards

by

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Utah State University, 1971

Major Professor: Miss Edith Nyman

Department: Household Economics and Management

Attitudes of husband and wife regarding the use of the bank credit card were compared and related to the couple's marital happiness rating.

The sample consisted of 40 young married couples residing in campus married student housing at Utah State University during Fall Quarter 1970. Subjects had at least one child and were U. S. born citizens between the ages of 20 and 35.

The instruments used were: (1) a background questionnaire, (2) a marital happiness rating scale, and (3) a series of eight case study situations. The statistical tests used were the paired-comparison t-test and the Pearson r.

No significant difference was found between attitudes of husband and wife regarding the use of the bank credit card. There

was no significant relationship between attitudes of husband and wife regarding the use of the bank credit card and couples expressing a "Very Happy" marital happiness rating or couples expressing other than a "Very Happy" marital happiness rating.

(77 pages)

INTRODUCTION

Statement of the Problem

Bank credit cards are a relatively new [1966] form of credit available to the consumer which has had phenomenal growth. "There are nearly 50 million bank credit cards in circulation today [1969], issued by nearly 8,000 banks in every corner of the nation, with a million more cards going out every month" (30, p. 76).

"Critics [of the bank credit card] complain about the potential for fraud, higher prices and consumer overindebtedness arising from unsolicited distribution and misuse of the cards" (31, p. 8). On the other hand, the President of Wells Fargo Bank, San Francisco, Richard P. Cooley optimistically states:

I believe that to the consumer cardholder, the advantages of a bank credit card plan outweigh all other forms of retail credit. It means one card rather than a dozen. It gives him a choice of where to make his purchase and he receives just one monthly bill, allowing better control of personal finances. (8, p. 79)

There are many opportunities for the bank credit cardholder to use his card. Under the BankAmericard program, ". . . one can purchase a wig, have a troublesome molar pulled, purchase a parakeet, park the family car, get on-the-spot \$350 in cold cash, fly any one of ten different airlines, and buy one of hundreds of thousands of items

available through its merchant-members" (3, p. 30). The March 19, 1971 issue of Life magazine, in its advertisement for Master Charge, encourages cardholders to utilize their card in paying taxes to "help ease the strain" (20, p. 14). As Kenneth V. Larkin, Vice-president in charge of BankAmericard activities, puts it, the bank credit cards' use is "limited only by our imagination" (27, p. 58).

Bonde sees "a variety of forces operating today [1968] which would indicate that the volume of consumer credit will expand, with young families as the primary users" (5, p. 13). If young husbands and wives do not agree in their attitudes regarding the use of the bank credit card, it may put a strain on the management of family finances. ✓

Ebling and Visscher recognize that "Reconciling two money personalities may prove a challenge, especially if the husband and wife have different information about the cost of living and how spending is to be planned and carried out" (11, p. 20).

Scanzoni's study (26) suggests that money is an important factor in marital happiness. His analysis of dissolved and existing marriages indicated that money was the item listed over which there were the greatest number of disagreements in dissolved marriages and the second in the list of causes of disagreements in existing marriages.

Thus, the focus of this research was on the attitudes of husband

and wife regarding the use of the bank credit card related to their degree of marital happiness.

This investigation was conducted (a) to compare the differences of attitudes of husband and wife regarding the use of the bank credit card and (b) to compare attitudes of husband and wife regarding the use of the bank credit card as related to their marital happiness ratings.

The following null hypotheses were tested:

1. There is no difference in the attitudes of husband and wife regarding the use of bank credit card.
2. There is no relationship between attitudes of husband and wife regarding the use of the bank credit card for couples expressing a "Very Happy" marital happiness rating.
3. There is no relationship between attitudes of husband and wife regarding the use of the bank credit card for couples expressing other than a "Very Happy" marital happiness rating.

Definition of Terms

As a basis for this study, the following definitions were used:

Bank Credit Card--BankAmericard, Master Charge and Walker Bankard which are all common to the region in which the study was undertaken.

Marital Happiness Rating--a measuring device developed by Burgess and Cottrell (6) as an index to the marital adjustment of a couple.

Attitudes--enduring systems, as defined by Krech, Crutchfield and Ballachey (19), in which the individual develops his cognitions, feelings, and action tendencies with respect to various objects in his world. This research deals only with the feeling component or with emotions connected with the object.

REVIEW OF THE LITERATURE

Change of Attitude Regarding Credit Usage

U. S. News and World Report commented in 1967 that "A major new development in retail credit is sweeping across the U.S. Banks in one city after another refer to it as 'the credit-card revolution'" (14, p. 103). This is a period that could well be known as the credit-card boom in the banking industry. Bankers Monthly indicated that it has all been made possible by "the ready acceptance and usage of multiple cards by consumers [indicating] a different climate now prevailing over that evident in past periods" (2, p. 22). Hobart, in his study of the American debtor, contends that the wider acceptance of credit cards shows a stronger belief in the concept of credit than before. Consumers feel less guilty about making purchases on credit today for "time has wiped away the Puritan connotations of immorality in debt and godliness in thrift. Debt, in fact, has been transformed from stigma to status symbol, from a last resort of people in need to an entree of the good, material things in life," according to Hobart (15, p. 54). Hobart recognized that ". . . young families today [1962] live in a status of life that you couldn't have reached until you were 45 [years of age] in the 30's" (15, p. 56).

Increased consumption at an earlier age is linked to an optimistic attitude towards incurrence of debt that prevails in our society. Bonde found that "Most young people seem to make their decisions regarding the use of income on the knowledge that borrowing will get them what they want without waiting and the assumption that their future financial status is relatively secure" (5, p. 13).

Development of Credit Card Programs

Credit cards were first introduced by hotels and stores in the 1920's in an attempt to create a sense of loyalty between the merchant and the customer. The travel and entertainment cards, often referred to as the "T & E cards," were the next wave of credit cards to be issued to the general public. Changing Times stated that:

The T & E card, introduced first by Diners Club in 1950 and then by American Express and Carte Blanche, added a third party to the arrangement. For an annual fee, the cardholder in effect opened a large number of charge accounts all over the country with a single application. (31, p. 6)

Banks conceived the idea of establishing their own line of credit cards from the T & E companies. There are two prominent bank card systems in operation in the U. S. today. As noted in Changing Times, "The bank cards have evolved from small, local plans into large regional networks, the Bank of America's BankAmericard and the Interbank Card system, known better in many places as Master Charge" (31, p. 7).

Burroughs Clearing House indicates that, in the initial stages, banks promoted their credit card programs by issuing their cards to those whose names appeared on long mailing lists. Credit investigations were not conducted by the banks prior to the issuing of the cards. Thus, many unusual situations arose. At one time many infants, one only eighteen months old, received a bank credit card through the mail; another recipient received a total of twelve bank credit cards within a span of a few days (1).

Functionings of the Bank Credit Card

Consumer Bulletin indicated that bank credit cards function similar to the travel and entertainment cards with the exception that the bank credit card promoters charge no membership fee. The bank credit cards "allow holders to pay just a portion of the monthly bill and carry the rest over at a charge of 18% annual interest" (28, p. 5). Changing Times (31) noted that there is no direct charge to the holder of a BankAmericard or a Master Charge if he pays the amount due within 25 days from the date of the bank's monthly statement.

The Walker Bankard does not offer the revolving charge account feature as do BankAmericard and Master Charge. Walker Bankard is advertized in their cardholder agreement as being "so much more than a credit card" (32). It is featured as a check casher, a credit card, an unbounceable check plan, and a means of writing yourself a loan.

Thus, in using the Walker Bankard to make a purchase, the cardholder makes an automatic loan with an annual rate of 13.68 percent. The card holder is obligated to repay the loan in monthly installments of no less than \$20.

BankAmericard and Master Charge also have this cash advance privilege and, as with the Walker Bankard, interest is computed from the time the loan is issued.

Opposition to Bank Credit Card Programs

Some merchants have been quite reluctant to give up their own charge account system. Barmash noted that "The traditional department stores do not like bank credit cards because they say it is new competition, rather than an aid to them" (4, p. 53). The stores contend that customers establish a personal identity with their store and associate a certain amount of status with their charge card. Another factor the merchant must consider is the expense involved in credit transactions. Time magazine indicated that "Merchants who agree to honor the cards usually pay a 5 percent discount [it has been as low as 3 percent (10) and as high as 7 percent (9)] to exchange their charge slips for cash from the banks" (10, p. 91). There has been much controversy over the question of who should pay this fee.

According to Changing Times:

Critics of credit cards say that [this fee] . . . is a cost of doing business and inevitably must be passed on to

customers. They argue that people paying cash should therefore be given an automatic . . . discount.

The rebuttal is that [this fee] . . . is not passed on, that increased business volume enables businessmen to absorb the commission. The truth is probably somewhere in between these two positions. (9, p. 6).

Expansion of the Bank Credit Card Program

When first issued the bank cards could be used for only a few major purchases. Today, however, according to Porter, the list of uses of the bank credit card is endless. The scope of expenditures has so expanded to include:

. . . Tooth extractions, tombstones and taxi rides; Driving lessons, diamonds and dog kennel fees; Ambulance service, apartment rent and auto license fees; Music lessons, movie admissions and marriage costs; And savings bonds and scuba diving instructions, church tithes and college tuition, garbage removal and psychiatric care. . . . (24, Sec. B, p. 9)

The number of participating merchants has increased as well. Barmash indicated that at the end of 1969, BankAmericard alone could count 646,000 sponsoring merchants within their network (4).

The record of the number of bank credit cards issued and the volume of credit sales is impressive. Currently [1970] as the S.F. Sunday Examiner & Chronicle indicated, Master Charge boasts 38 million cards in circulation and sales in excess of \$4 billion. Its close competitor, BankAmericard, claims a circulation of close to 32 million cards and \$3.2 billion in sales (18).

Family Economics Review noted that "during 1968-69, credit

outstanding on bank card plans increased 225 percent" (12, p. 4).

This was an increase of from 0.8 billion dollars to 2.6 billion dollars, while all types of credit increased only 33 percent.

Advantages and Disadvantages of Bank Credit Card Use

World Field Research, Inc. has summarized the many advantages to the bank credit card holder if he will but use it carefully and intelligently:

1. The credit card enables you to make valuable purchases without cash. You are billed later.
2. You can pay your bills by check so that you have a permanent record of your expenses.
3. If you go on a long trip, you need carry less cash that might be lost since you pay for expenses when you return. Carrying a credit card is safer than carrying cash.
4. There is absolutely no charge for the credit card other than the interest for delayed monthly payments.
5. You do NOT pay higher prices when using the credit card.
6. The credit card serves as an excellent identification card.
7. Proper use of the credit card establishes a good credit rating. (29, p. 2)

However, if the bank credit card holder does not use his card carefully and intelligently, he may find himself in serious financial trouble. The BankAmericard Service Corporation reported that "[bank] credit card holders usually spend more and indulge in extra 'impulse buying'" (17). Hobart suggested that "the easy availability of credit works constantly to loosen buyers' resolve and break down self discipline" (15, p. 56).

The Federal Reserve warned that "overborrowing to the extent

that it does occur, is indeed serious for the individuals involved" (31, p. 10). They further stated, that most credit cardholders, however, do not overborrow, but they do tend to spend more than they had intended which increases the total amount of credit outstanding on bank card plans.

Money Management Related to Marital Happiness

Morse stated that "the modern family can seldom match income with expenditures" (22, p. 20). Their income has not kept pace with the rapid growth of wants and needs as the family expands.

According to Holmes:

Since many young families are buying homes, furniture, appliances, cars and perhaps providing medical care for children and carrying many other expensive projects their needs and wants may easily exceed their current ability to pay. Having children in the family not only increases the need for credit by increasing the number and quantity of goods and services required for living it also increases the pressure to buy goods that may not be considered exactly essential. (16, p. 341)

Couples do not always agree on money spending patterns. Various studies have listed money management as a major cause for disagreement among married couples. The investigation conducted by Blood and Wolfe found that "At every stage of the life cycle, money was an outstanding problem. . . ." (7, p. 401). Mace indicated that "You can sum up the cause of most marriage problems . . . under three headings--sex, in-laws, and money. And . . . money was the

most common cause of all" (21, p. 53). "Pace found that while 80 percent of the couples in his study of 1951 former college students did not frequently disagree, management of income was the major cause of disagreement listed by husbands and the second in the list of causes mentioned by wives" (13, p. 163). Scanzoni reported that "The highest percentage quoted (84.6%) for frequency of disagreements [among young married couples] was listed under money" (26, p. 452).

Preis, in her study of the credit usage of young married couples in Oregon, discovered that they felt ". . . inadequately prepared for the responsibilities faced in money management during the early years of marriage" (25, p. 12). Nickell and Dorsey maintain that "The importance of analyzing their [young married couples] needs and desires in order to lay a foundation for the use of income cannot be overemphasized" (22, p. 236). If the marital relationship is to survive and grow, disagreements in money management should be resolved.

METHODS AND PROCEDURES

Sample

The sample was composed of 40 young married couples who had at least one child and were U. S. born citizens between the ages of 20 and 35. The young couples were randomly selected from a numerical alphabetical listing of those residing in campus married student housing and enrolled at Utah State University, Fall Quarter, 1970. Possession and use of the bank credit card were not considered as prerequisites for the subjects.

Pilot Study

A pilot study was conducted using couples who were personal friends of the investigator and students (and their husbands) enrolled in HEM 151 class during Fall Quarter 1970 at Utah State University who met the qualifications of the study.

On the basis of the analysis of the thirty responses, three changes were made.

- 1) The study instruments were revised using more specific terminology.

2) A case study emphasizing a definite emergency was substituted for a situation less demanding of attention.

3) The three separate parts of the study were assembled under one cover with written instructions for the completion of the form.

Measurement of Attitudes

Krech, Crutchfield, and Ballachey have identified three components of attitudes. This study is concerned only with the feeling component. The feeling component refers to "the emotions connected with the object. The object is felt to be pleasing or displeasing; it is liked or disliked. It is this emotional loading which gives attitudes their insistent, stirred-up, motivating character" (21, p. 140).

The investigator has attempted to measure the feeling component of young married couples attitudes regarding the use of the bank credit card.

Study Instruments

The instruments used in this study were: (1) a background questionnaire, (2) a marital happiness rating scale, and (3) a series of eight case study situations.

Background questionnaire

A two-page questionnaire was prepared by the researcher to

obtain information for the purpose of describing the sample population.

Marital happiness rating scale

The marital happiness rating scale used in this study was developed by Ernest W. Burgess and Leonard S. Cottrell (6) as an index of marital adjustment in their extensive study of marital relations.

The scale consisted of five degrees of marital happiness: "Very Happy," "Happy," "Average," "Unhappy," and "Very Unhappy"--arranged along a horizontal line at equal intervals. The subjects were required to place an (x) over the term(s) which best described their degree of marital happiness.

No attempt was made to define the term 'happiness' by Burgess and Cottrell. It was assumed that each respondent would interpret the term in light of his or her own understanding of its meaning. The authors of the marital happiness rating scale admit that it is a crude measuring device but feel that its use is justified because it does give an empirical rating than a rating based upon speculation.

Case study situations

The series of eight case study situations was developed by the researcher and approved by the thesis committee to measure the attitude of young married couples regarding the use of the bank credit

card. The case studies are problem situations that young married couples might experience in handling finances.

The subjects were instructed to respond to each case study situation by placing an (x) over the term(s) on a Likert scale which best described their attitude regarding the use of the bank credit card. The Likert scale consisted of five positions: "Most Definitely," "Probably," "Would Not Matter," "Doubt It," and "Definitely Not." Space after each case study situation was provided for subjects to comment if they so desired.

Each of the case study situations was designed to measure attitudes regarding particular features of the bank credit card. The case study situations included the following features:

1. Safety and convenience are features of the bank credit card which eliminate the need to carry large sums of money while on vacation away from home.

2. Use of a bank credit card provides an opportunity to establish a credit rating.

3. In an emergency situation which affects a child's health, the bank credit card can be used beneficially.

4. Sometimes, bank credit cards are used to delay payment until sufficient funds are available to cover the purchase. (Also, the cardholder may choose to use his card, even though he has the cash to cover the purchase, to establish a good credit rating).

5. Bank credit cards provide a detailed list of all transactions completed throughout the month which are helpful in bookkeeping and an aid in computing income tax.

6. When cash is not available, the bank credit card offers 'instant credit' enabling cardholders to take advantage of special sales that are featured for a limited time only.

7. The bank credit card allows the holder to enjoy goods while paying for them.

8. The bank credit card serves as an identification card. This enables the holder to cash checks on his out-of-state checking account.

Since bank credit card users and non-users were included in the study, great variation as to experience in using the bank credit card and as to knowledge of the bank credit card was expected.

Sampling

A list of names and addresses of those residing in campus married student housing at Utah State University Fall Quarter, 1970 was obtained from the married student housing office. The names were arranged alphabetically and numbered. Those who were not U. S. born citizens were eliminated from the list of potential subjects.

Using a table of random digits, 40 names were initially selected for participation in the study. Substitutions were made in

the same manner for those who did not meet qualifications of the study or preferred not to participate in the study. Each couple was contacted either by telephone or personally by the investigator. If the qualifications of the study were met, an appointment was made to meet with both husband and wife to complete the questionnaire.

At the designated time, the investigator met the subjects in their home. The purpose of the research project was briefly explained. Subjects were instructed not to include their name on the form and told that the forms would be kept anonymous. Husband and wife were given their respective forms for completion. Subjects were instructed, orally and in writing, to answer the questions without consultation with their partner.

All three parts of the form were attached under a cover page with directions for completion. The background questionnaire was to be completed first, the marital happiness rating next, and the case study situations were listed last. The questionnaires were administered to 40 sample couples between the dates of January 11 to February 15, 1971.

The investigator remained with the subjects during the completion of all of the forms and gave clarification as necessary. There was no time limit for completion, but, subjects generally completed the questionnaire in 15 to 20 minutes. Afterwards, each subject's form was numbered by the investigator to indicate husband and wife

married to each other. The forms of both subjects of each couple were given the same numbers.

Analysis of Data

Case study situation scores

Numerical values were assigned to each degree of agreement or disagreement regarding the use of the bank credit card. "Most Definitely" was designated as one, "Probably" as two, "Would Not Matter" as three, "Doubt It" as four, and "Definitely Not" as five. The smaller the number the stronger was the acceptance of using the bank credit card. Each subject's scores were combined to form a total case study situation score. The total and individual case study situation scores for husband and wife were analyzed.

Marital happiness rating score

In like manner, numerical values of one through five were assigned to the five degrees of marital happiness. . . "Very Happy" was designated as one, "Happy" as two, "Average" as three, "Unhappy" as four, and "Very Unhappy" as five. A smaller number thus indicated a greater degree of marital happiness. Couples were divided into two groups for analysis. Husband and wife both professing to be "Very Happy" in their marital relationship constituted one group. The group for comparison included all other couples stating a marital happiness rating of other than "Very Happy." Within this second group

were some couples in which only one spouse recorded a "Very Happy" marital happiness rating.

Statistical analysis

1) The correlations between the total and individual case study situation scores of husband and wife were determined by using the following (Paired-comparison t-test) formula:

$$t = \frac{\bar{D}}{S_{\bar{D}}}$$

where

$S_{\bar{D}}$ = standard error of difference

\bar{D} = mean of the differences between the paired scores.

2) The correlation between the discrepancy score of attitudes of husband and wife regarding the use of the bank credit card for couples stating a marital happiness rating of "Very Happy" and the discrepancy score of attitudes of husband and wife pertaining to the same attitudes for couples professing to be other than "Very Happy" in their marriage relationship was determined by using the following (Pearson r) formula:

$$r = \frac{\sum x y}{(\sum x^2) (\sum y^2)}$$

Where:

x = the discrepancy score for case study situation scores of husband and wife stating a marital happiness rating of "Very Happy"

y = the discrepancy score for case study situation scores of husband and wife stating a marital happiness rating of other than "Very Happy."

The statistical analysis using the Pearson r formula was programmed through the computer.

RESULTS AND DISCUSSION

The present investigation (a) compared the attitudes of husband and wife regarding the use of the bank credit card, (b) related the difference in attitudes of husband and wife regarding the use of the bank credit card for couples expressing a "Very Happy" marital happiness rating, and (c) related the difference in attitudes of husband and wife regarding the use of the bank credit card for couples expressing other than a "Very Happy" marital happiness rating.

Sample

The questionnaire form was administered to 80 subjects, 40 married student couples who were U. S. born citizens.

Tables 1-5 summarize the background characteristics of the sample population.

Most of the subjects were between 24 and 27 years of age. The majority of the couples had been married four years or less and were in the expanding stage of the family life cycle. Almost half of the sample had only one child (Table 1).

Table 1. Distributions of age, number of years married and number of children in married student households.

Years of age	Number of husbands	Number of wives	Total number of husbands and wives
20-23	5	11	16
24-27	18	14	32
28-31	9	9	18
32-35	8	6	14

Number of years married	Number of couples	%
2 or less	10	25.0
3-4	13	32.5
5-6	6	15.0
7-8	3	7.5
9-10	6	15.0
11 or more	2	5.0

Number of children	Number of couples	%
One	19	47.5
Two	15	37.5
Three	2	5.0
Four	2	5.0
Five	2	5.0
Over five	0	0.0

Educational status for husbands and wives was determined by the last grade of formal education completed. Thirty percent of the subjects had completed four years of college and twenty percent had completed a Master's degree. (Table 2)

Table 2. Educational status of husband and wife.

Last grade completed	Number of husbands	Number of wives	Total number of husbands and wives
Less than High School graduation	0	0	0
High School Graduation	0	8	8
One year of college	3	5	8
Two years of college	2	7	9
Three years of college	7	7	14
Four years of college	14	10	24
Master's degree	13	3	16
Doctoral degree	1	0	1
Totals	40	40	80

Three-fourths of the couples reported their religious affiliation as Latter-day Saints. Two subjects did not report. (Table 3)

Table 3. Religious background of husband and wife

Religion	Number of husbands	Number of wives	Total number of husbands and wives
Roman Catholic	3	2	5
Protestant	4	6	10
Jewish	0	0	0
Latter-day Saints	30	30	60
Other *	2	1	3

* Other included: Seventh-day Adventist

The combined total incomes of husband and wife most often reported were \$3,000 to \$4,499 and Over \$7,500. The predominate sources of income were part-time employment and scholarship or assistantship; about one-fourth of the husbands maintained fulltime employment while attending classes. Many subjects reported more than one source of income (Table 4).

Table 4. Combined annual disposable income and sources of income reported by married student households.

Income		Number of households	
a)	No income	0	
	Under \$1,500	1	
	\$1,500-\$2,999	6	
	\$3,000-\$4,499	12	
	\$4,500-\$5,999	4	
	\$6,000-\$7,500	4	
	Over \$7,500	13	

Source of income	Number of husbands	Number of wives	Total number of husbands and wives
Not employed	0	22	22
Part-time employment	19	11	40
Full-time employment	11	5	16
Scholarship or assistantship	17	3	20
Relatives	4	1	5
Other*	10	3	13

* Other included: GI Bill 6; Loan 4; Work Study 4; Own business 1; Child care 1.

Possession and use of the bank credit card were not prerequisites for selection as a participant in this study. However, those subjects who possessed, or had access to, a bank credit card were instructed to complete questions (7-11 for husbands and 9-13 for wives) pertaining to their use of the bank credit card.

Fifty percent of the husbands in the sample reported they possessed a bank credit card, and thirty percent of the wives were in possession of a bank credit card. Most of the subjects received their bank credit card by making application rather than unsolicited through the mail. The majority of these subjects possessed, or had access to a bank credit card for more than one year. Most subjects reported total dollar value of purchases charged on the bank credit card within the last twelve months as \$201 to \$1,000. The bank credit card was used most frequently from one to ten times over the last twelve months.

Forty-five, or seventy-five percent, of the total sample reported that they had no plans to make application for a bank credit card. Two husbands planned to apply for a card. Over half, or forty-four of the subjects reported that they used other types of credit cards (Table 5).

Informal discussion with the subjects after completion of the questionnaire form revealed that many couples would not use a bank credit card under their present circumstances. They were living under a limited income and found it highly undesirable to be burdened

Table 5. Possession and use of bank credit cards by husband and wife.

	Number of husbands	Number of wives	Total num- ber of hus- band & wives
a) Possession of bank credit card	20	12	32
b) Method received:			
Application made	11	9	20
Unsolicited through mail	8	3	11
c) Length of time in possession (or had access to):			
Less than one month	0	0	0
One to six months	0	0	0
Seven to twelve months	2	3	5
More than one year	12	10	22
d) Total dollar value of pur- chases made within last 12 months:			
0-\$50	3	4	7
\$51-\$100	0	0	0
\$101-\$200	1	2	3
\$201-\$500	4	3	7
\$501-\$1000	5	4	9
Over \$1000	1	0	1
e) Total number of times used within last 12 months:			
0	2	3	5
1-10	4	4	8
11-30	2	3	5
31-50	3	1	4
51-100	3	2	5
Over 100	0	0	0

with unnecessary credit responsibility. They preferred to pay for as many purchases as possible or utilize what was already in their possession. Many indicated, however, that they would use a bank credit card with substantial increase in income. Some mentioned they had used or would use the bank credit card for major purchases only. Most subjects who had not used the bank credit card to make purchases had used them for identification. Possession of a bank credit card gave some participants a feeling of security in case of emergency, especially when traveling.

Hypothesis 1

The first hypothesis to be tested stated that there is no difference in the attitudes of husband and wife regarding the use of the bank credit card.

The differences in husband and wife responses to eight case study situations designed to measure couples' attitudes regarding the use of the bank credit card are presented in Figure I. The differences in the total case study situation scores of husband and wife ranged from 0 to 21 (a possible range of 0 to 32), with a mean of 5.9, a median of 5.5, and a mode of 6.

The paired-comparison t-test was used to analyze the data. Results are shown in Table 6 for total and individual case study situation scores.

Number of points difference between husband and wife total case study scores.

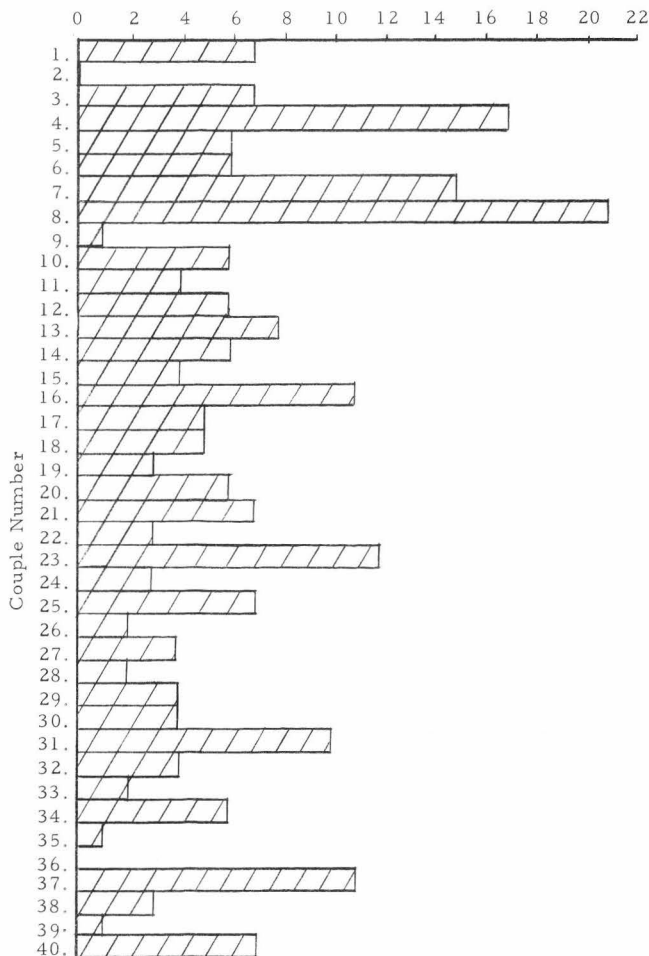


Figure I. Distribution of attitude discrepancy scores of husband and wife regarding the use of the bank credit card for forty sample couples.

Table 6. Correlation between attitudes of husband and wife regarding the use of the bank credit card on total and individual case study situation scores.

Scores compares	Correlation scores
Total case study situations	0.106
Case study situation No. 1	0.501
No. 2	0.523
No. 3	0.433
No. 4	0.483
No. 5	0.389
No. 6	0.458
No. 7	0.465
No. 8	0.414

Degrees of freedom $(n-1) = 39$

t at .05 level of significance = 2.021

There was no significant difference between husband and wife in their attitudes regarding the use of the bank credit card as reflected in their total case study situation scores. The t value of 0.106 was not significant at the .05 level. There was no significant relationship at the .05 level in attitudes between husband and wife regarding the use of the bank credit card on any of the eight case study situations.

The present research fails to reject the hypothesis that there is no difference between husband and wife in their attitudes regarding the use of the bank credit card.

The distribution of discrepancy scores of husband and wife regarding the use of the bank credit card for each case study situation are presented in Table 7.

Table 7. Distribution of attitude discrepancy scores of husband and wife regarding the use of the bank credit card in eight case study situations.

Case study situation number one (safety and convenience)

Discrepancy	Number of couples	%
0	14	35.0
1	12	30.0
2	10	25.0
3	3	7.5
4	1	2.5

Case study situation number two (credit rating)

Discrepancy	Number of couples	%
0	16	40.0
1	10	25.0
2	12	30.0
3	2	5.0
4	0	0.0

Case study situation number three (emergency)

Discrepancy	Number of couples	%
0	15	37.5
1	13	32.5
2	5	12.5
3	6	15.0
4	1	2.5

Table 7. Continued

Case study situation number four (delay payment)

Discrepancy	Number of couples	%
0	17	42.5
1	10	25.0
2	9	22.5
3	4	10.0
4	0	0.0

Case study situation number five (detailed list of transactions)

Discrepancy	Number of couples	%
0	12	30.0
1	17	42.5
2	5	12.5
3	6	15.0
4	0	0.0

Case study situation number six (instant credit)

Discrepancy	Number of couples	%
0	10	25.0
1	12	30.0
2	11	27.5
3	7	17.5
4	0	0.0

Table 7. Continued

Case study situation number seven (enjoy goods while paying for them)

Discrepancy	Number of couples	%
0	13	32.5
1	15	37.5
2	5	12.5
3	7	17.5
4	0	0.0

Case study situation number eight (identification card)

Discrepancy	Number of couples	%
0	10	25.0
1	12	30.0
2	8	20.0
3	9	22.5
4	1	2.5

Written comments on the case
study situations

The reason given most often for refusal to consider using a bank credit card in each of the case study situations was the potential incurrence of a large amount of interest. Many couples felt other sources of credit should be investigated and compared with the bank credit card. This response may have been based upon their previous

credit investigations and use of credit or their knowledge of interest rates charged on the bank credit card.

1. Some subjects commented they would use the bank credit card on a vacation only if funds were currently available to cover all expenses to be incurred.

2. No mention was made of establishing a credit rating through the use of the bank credit card to purchase new furniture.

3. Many comments supported the use of the bank credit card to pay for the medical expenses of the young couple's son.

4. Some subjects felt that the bank credit card could be used to delay payment of the wedding band. At the same time, they could be establishing a good credit rating.

5. Some subjects recognized the helpfulness of the bank credit card in providing a detailed list of all transactions to be used in bookkeeping and/or for tax purposes.

6. There were some subjects who said the "instant credit" feature of the bank credit card was advantageous when goods were on sale for a limited time.

7. Whether or not the subjects proposed that the bank credit card should be used depended upon their perception of the T. V. as a necessity or a luxury. Some subjects indicated that the necessity of a T. V. merited the use of the bank credit card.

8. The subjects oral and written comments suggested that the use of the bank credit card for identification was the most important feature. The card gave a feeling of security when traveling, as it could be used to purchase items when cash was not on hand or it served as identification in writing checks on an out-of-state checking account.

Marital Happiness Ratings of Husband and Wife

Husband and wife responses on the marital happiness rating scale, designed to measure couples' degree of marital happiness, are presented in Figure II. There were no subjects expressing an "Unhappy" or a "Very Unhappy" marital happiness rating. The differences in the marital happiness rating scores ranged from 0 to 1 with a possible range of 0 to 4. The subjects were divided into two groups for comparison. Twenty-two, or fifty-five percent, of the couples expressed a "Very Happy" marital happiness rating and were placed in one group. The other group consisted of eighteen, or forty-five percent of the couples, in which one or both partners expressed other than a "Very Happy" marital happiness rating.

Hypothesis 2

The second hypothesis to be tested stated that there is no relationship between attitudes of husband and wife regarding the use

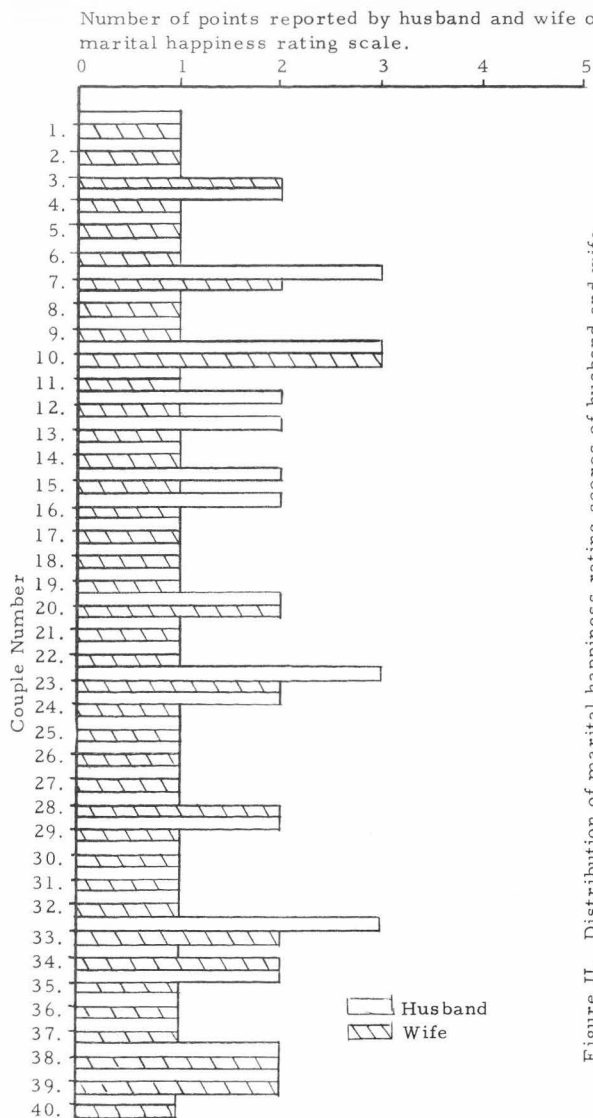


Figure II. Distribution of marital happiness rating scores of husband and wife for forty sample couples.

of the bank credit card for couples expressing a "Very Happy" marital happiness rating.

The difference in total case study situation scores for husband and wife of couples expressing a "Very Happy" marital happiness rating are presented in Figure III. Out of a possible range of 0 to 32, the differences in the total case study situation scores of husband and wife ranged from 0 to 21. One couple had a discrepancy score of 21 while two couples had no discrepancy and one couple had a one point discrepancy. There was a mean of 5.6 a median of 5, and the modes were 4 and 7.

The Pearson r was used to analyze the data. Results are shown in Table 8 for total and individual case study situation scores.

Table 8. Correlation between attitudes of husband and wife regarding the use of the bank credit card for couples indicating a "Very Happy" marital happiness rating.

<u>Scores compares</u>	<u>Correlation scores</u>
	"Very Happy" group
Total case study situations	0.372
Case study situation: No. 1	0.277
No. 2	0.420
No. 3	0.414
No. 4	0.270
No. 5	0.000
No. 6	0.187
No. 7	0.157
No. 8	0.165
Degrees of freedom (n-2)	= 20.
Pearson r at .05 level of significance	= 0.423

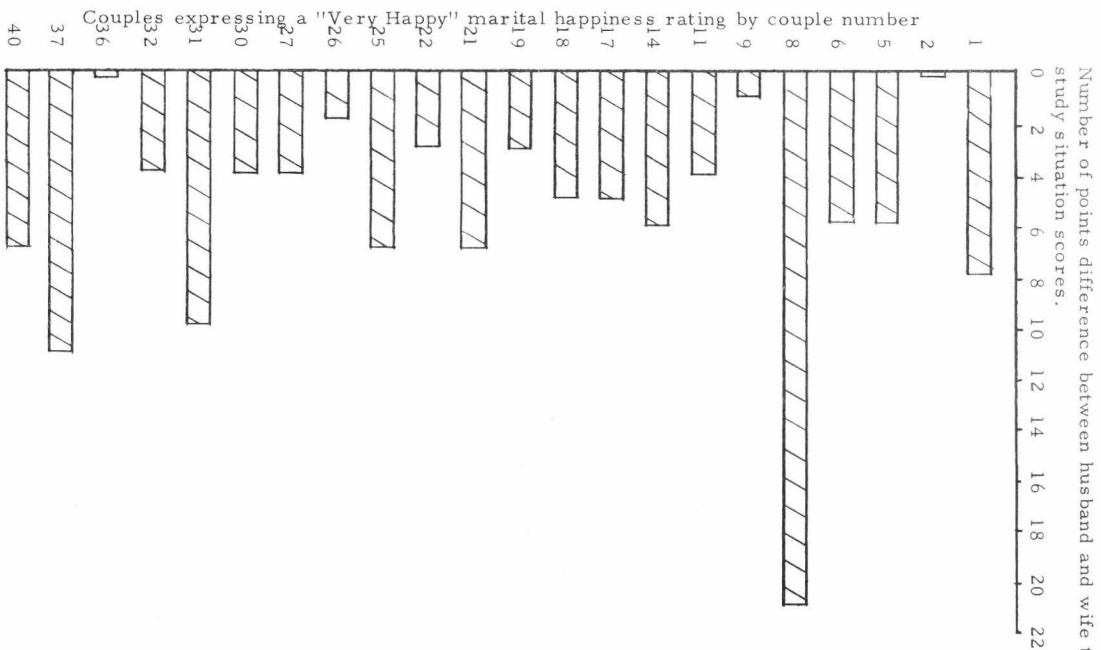


Figure III. Distribution of attitude discrepancy scores of husband and wife regarding the use of the bank credit card for couples expressing a "Very Happy" marital happiness rating.

There was no relationship of attitudes of husband and wife regarding the use of the bank credit card on the total case study situation scores for couples expressing a "Very Happy" marital happiness rating. The Pearson r value of 0.372 was not significant at the .05 level. There was no relationship at the .05 level of significance of attitudes between husband and wife regarding the use of the bank credit card for couples expressing a "Very Happy" marital happiness rating in any of the eight case study situation correlation scores. The present research fails to reject the hypothesis that there is no relationship between attitudes of husband and wife regarding the use of the bank credit card for couples expressing a "Very Happy" marital happiness rating.

Hypothesis 3

The third hypothesis to be tested stated that there is no relationship between attitudes of husband and wife regarding the use of the bank credit card for couples expressing other than a "Very Happy" marital happiness rating.

The differences in total case study situation scores for husband and wife of couples expressing other than a "Very Happy" marital happiness rating are presented in Figure IV. The differences between husband and wife in total case study situation scores ranged from 1 to 17 (a possible range of 0 to 32). Two couples had one point

Couples expressing other than a "Very Happy" marital happiness rating by couple number

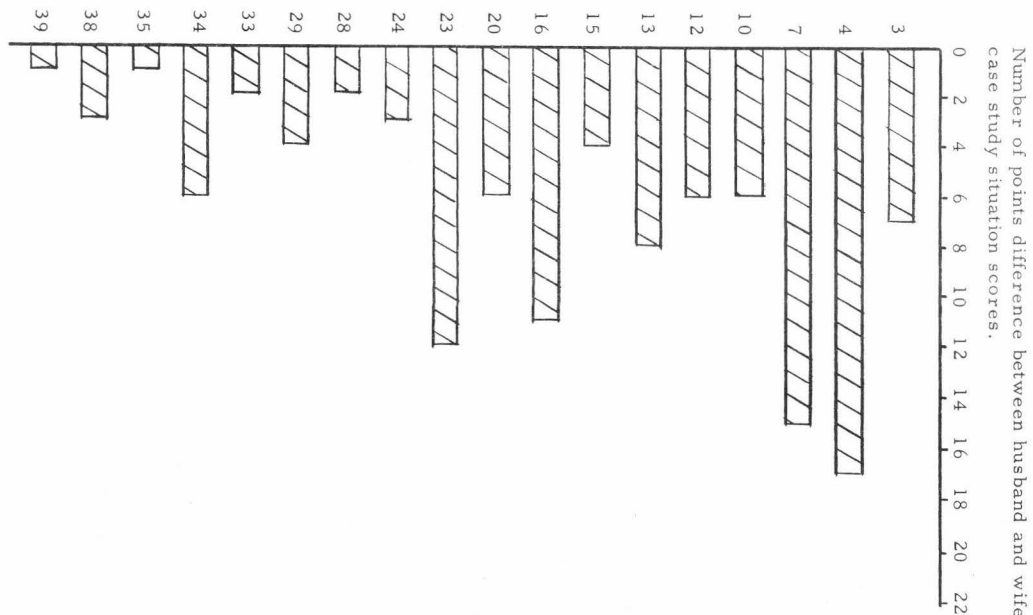


Figure IV. Distribution of attitude discrepancy scores of husband and wife regarding the use of the bank credit card for couples expressing other than a "Very Happy" marital happiness rating.

discrepancies; one couple had a discrepancy score of 15 and another 17. There was a mean of 6.3, a median of 6, and a mode of 6.

The Pearson r was used to analyze the data. Results are shown in Table 9 for total and individual case study situation scores.

Table 9. Correlation between attitudes of husband and wife regarding the use of the bank credit card for couples indicating other than a "Very Happy" marital happiness rating.

Scores compared	Correlation scores other than "Very Happy" group
Total case study situations	0.139
Case study situations: No. 1	0.025
No. 2	0.160
No. 3	0.582
No. 4	-0.056
No. 5	0.197
No. 6	-0.233
No. 7	0.094
No. 8	0.069
Degrees of freedom ($n-2$)	= 16
Pearson r at .05 level of significance	= 0.468

There was no relationship of attitudes of husband and wife regarding the use of the bank credit card on the total case study situation scores for couples expressing other than a "Very Happy" marital happiness rating. The Pearson r value of 0.139 was not significant at the .05 level. There was no relationship at the .05

level of significance in attitudes between husband and wife regarding the use of the bank credit card for couples expressing other than a "Very Happy" marital happiness rating in the case study situation correlation scores, with the exception of case study three which involved an emergency situation. The r value was significant at the .05 level.

The present research fails to reject the hypothesis that there is no relationship between attitudes of husband and wife regarding the use of the bank credit card for couples expressing other than a "Very Happy" marital happiness rating.

The distribution of attitude discrepancy scores in each case study situation regarding the use of the bank credit card by couples who indicated a "Very Happy" marital happiness rating and by couples who indicated other than a "Very Happy" marital happiness rating is shown in Table 10.

There was very little difference noted in scores between husband and wife expressing a "Very Happy" marital happiness rating for the first case study situation pertaining to the safety and convenience of a bank credit card. The other than "Very Happy" group had one couple with a discrepancy of four points as opposed to no couples in the "Very Happy" group.

Half of the "Very Happy" group had no discrepancy between husband and wife attitudes regarding the use of the bank credit card

Table 10. Distribution of attitude discrepancy between husband and wife regarding the use of the bank credit card for couples indicating a "Very Happy" marital happiness rating and for couples indicating other than a "Very Happy" marital happiness rating in eight case study situations.

Case study situation number one. (safety and convenience)

Discrepancy	"Very Happy"		Other than	
	group	%	"Very Happy"	%
0	8	36.4	6	33.3
1	8	36.4	4	22.2
2	5	22.6	5	27.8
3	1	4.6	2	27.8
4	0	0.0	1	5.6

Case study situation number two. (credit rating)

Discrepancy	"Very Happy"		Other than	
	group	%	"Very Happy"	%
0	11	50.0	5	27.8
1	4	18.2	6	33.3
2	6	27.2	6	33.3
3	1	4.6	1	5.6
4	0	0	0	0

Case study situation number three. (emergency)

Discrepancy	"Very Happy"		Other than	
	group	%	"Very Happy"	%
0	9	40.0	6	33.3
1	6	27.3	7	38.9
2	3	13.6	2	11.1
3	3	13.6	3	16.7
4	1	4.6	0	0.0

Table 10. Continued

Case study situation number four. (delay of payment)

Discrepancy	"Very Happy"		Other than "Very Happy"	
	group	%	group	%
0	10	45.5	7	38.8
1	4	18.2	5	27.8
2	5	22.7	5	27.8
3	3	13.6	1	5.6
4	0	0	0	0

Case study situation number five. (detailed list of transactions)

Discrepancy	"Very Happy"		Other than "Very Happy"	
	group	%	group	%
0	8	36.4	5	27.8
1	7	31.8	9	50.0
2	3	13.6	2	11.1
3	4	18.2	2	11.1
4	0	0	0	0

Case study situation number six. (instant credit)

Discrepancy	"Very Happy"		Other than "Very Happy"	
	group	*	group	%
0	8	36.4	2	11.1
1	4	18.2	8	44.5
2	7	31.8	4	22.2
3	3	13.6	4	22.2
4	0	0	0	0

Table 10. Continued

Case study situation number seven. (enjoy goods while paying for them)

Discrepancy	"Very Happy"		Other than "Very Happy"	
	group	%	group	%
0	9	40.9	4	22.2
1	6	27.3	9	50.0
2	3	13.6	2	11.1
3	4	18.2	3	16.7
4	0	0	0	0

Case study situation number eight. (identification card)

Discrepancy	"Very Happy"		Other than "Very Happy"	
	group	%	group	%
0	6	27.3	4	22.2
1	6	27.3	6	33.3
2	5	22.6	4	22.2
3	4	18.2	3	16.7
4	1	4.6	1	5.6

in case study situation number two concerned with establishing a credit rating. This was nearly twice the percentage of couples in the other than "Very Happy" group expressing no discrepancy. However, 33.3 percent of the other than "Very Happy" group had discrepancies of one and only 18.2 percent of the "Very Happy" group showed the same discrepancy.

There was very little difference in discrepancies of attitudes between husband and wife regarding the use of the bank credit card for the two groups in case study situation three (the emergency situation). Only one couple had a difference of four points in the "Very Happy" group and none in the other than "Very Happy" group.

Of the "Very Happy" group in case study situation number four, concerning delay of payment, 13.6 percent had a discrepancy of three and only 5.6 percent of the other than "Very Happy" group showed the same discrepancy.

Fifty percent of the other than "Very Happy" group showed a discrepancy of one, and 31.8 percent of the "Very Happy" group had the same discrepancy in case study situation number five (detailed list of transactions).

Of the "Very Happy" group in the sixth case study situation (instant credit), 36.4 percent of the couples showed no discrepancy compared to 11.1 percent of the other than "Very Happy" group. Nearly half, or 44.5 percent of the other than "Very Happy" group had a discrepancy of one, and only 18.2 percent of the "Very Happy" group showed the same discrepancy.

In case study situation number seven, pertaining to the enjoyment of goods while paying for them, nine out of 22, or 40.9 percent, of the "Very Happy" group showed no discrepancy; the other than

"Very Happy" group had 22.2 percent of the couples with no discrepancy. Fifty percent of the other than "Very Happy" group had a discrepancy of one compared to 27.3 percent of the "Very Happy" group.

The difference in discrepancy scores between couples expressing a "Very Happy" marital happiness rating was very slight in case study situation number eight (identification card).

SUMMARY AND CONCLUSIONS

Husband and wife attitudes regarding the use of the bank credit card and marital happiness ratings of husband and wife were investigated.

The instruments used in this study were: (1) a background questionnaire; (2) a marital happiness rating; and (3) a series of eight case study situations to determine attitudes toward bank credit cards.

The instruments were administered to 40 young married couples residing in campus married student housing and enrolled at Utah State University during Fall Quarter, 1970. The sample was composed of couples who were U. S. born citizens between the ages of 20 and 35 who had at least one child.

Three null hypotheses were tested:

1. There is no difference in the attitudes of husband and wife regarding the use of the bank credit card.
2. There is no relationship between attitudes of husband and wife regarding the use of the bank credit card for couples expressing a "Very Happy" marital happiness rating.

3. There is no relationship between attitudes of husband and wife regarding the use of the bank credit card for couples expressing other than a "Very Happy" marital happiness rating.

To measure attitudes of husband and wife regarding the use of the bank credit card, the couples indicated their degree of acceptance on a Likert scale in eight case study situations. The responses of the subjects were weighted from one to five; a smaller number indicated a greater acceptance of the use of the bank credit card. The statistical test used to measure attitudes of husband and wife regarding the use of the bank credit card was the paired-comparison t-test.

Marital happiness was also indicated on a Likert scale and assigned values from one to five. As there were no subjects expressing an "Unhappy" or a "Very Unhappy" marital happiness rating, the subjects were divided into (a) couples indicating a "Very Happy" marital happiness rating and (b) couples indicating other than a "Very Happy" marital happiness rating. The statistical test used to determine the relationship of attitudes of husband and wife regarding the use of the bank credit card for each group was the Pearson r. The investigator was not able to reject the three null hypotheses.

The following conclusions can be drawn from this investigation:

1. The difference of attitudes between husband and wife regarding the use of the bank credit card was not significant at the .05 level.

2. The relationship of attitudes of husband and wife regarding the use of the bank credit card for couples expressing a "Very Happy" marital happiness rating was not significant at the .05 level.

3. The relationship of attitudes of husband and wife regarding the use of the bank credit card for couples expressing other than a "Very Happy" marital happiness rating was not significant at the .05 level.

Limitations

The following limitations are noted for this investigation:

1. Sample. The study was conducted using young married students residing in married student housing. This group, living under temporary conditions and on a limited income, was perhaps more homogenous than young married couples in the general population.

2. Marital Happiness. All subjects in this study expressed an "Average" to "Very Happy" marital happiness rating. Therefore, the difference in marital happiness ratings of husband and wife was very slight. This prevented categorization of subjects into definite groupings of Happy and Unhappy.

3. Case Study Situations. Written comments by the subjects, following the case study situations, suggested the inadequacy of the

instrument for measuring attitudes of husband and wife regarding the use of the bank credit card. Some subjects seemed more concerned with the decision of making the purchase rather than the method employed.

Recommendations

It is recommended that a similar study be conducted with young married couples who (1) have a steady income, (2) do not attend college and (3) have used a bank credit card.

The investigator recommends that the sample consist of equal numbers of couples expressing Happy and Unhappy marital happiness ratings. A possible source for couples expressing an Unhappy marital happiness rating would be a marriage counselor.

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APPENDIX

Husband

Under this cover you will find a "Personal Data Questionnaire," a rating scale for the "Appraisal of Your Marital Happiness" and a series of "Case Study Situations" all related to measuring your attitude towards the use of the Bank Credit Card.

Directions for completion:

1. Make certain that you have received the correct form for either husband or wife as indicated in the upper right hand corner of this page.
2. Complete this form answering as exact as possible in the order presented to you. Please, do not consult your partner during this period. In the event that you do not understand any portion of this form, feel free to call upon the investigator for clarification.
3. When you have completed the form, wait quietly until your partner has finished.

PERSONAL DATA QUESTIONNAIRE

1. Year born _____
2. Education (indicate last grade completed)
- | | |
|-------|----------------------------------|
| _____ | Less than High School graduation |
| _____ | High School graduation |
| _____ | One year of college |
| _____ | Two years of college |
| _____ | Three years of college |
| _____ | Four years of college |
| _____ | Master's degree |
| _____ | Doctorate degree |
3. Major area of study (for education beyond High School)
- _____
4. Religious Background (optional)
- | | |
|-------|----------------|
| _____ | Roman Catholic |
| _____ | Protestant |
| _____ | Jewish |
| _____ | LDS |
| _____ | Other |
5. Individual annual income (before taxes are deducted)
- | | |
|-------|-----------------|
| _____ | No income |
| _____ | Under \$1,500 |
| _____ | \$1,500-\$2,999 |
| _____ | \$3,000-\$4,499 |
| _____ | \$4,500-\$5,999 |
| _____ | \$6,000-\$7,500 |
| _____ | Over \$7,500 |
6. Source(s) of individual income
- | | |
|-------|------------------------------|
| _____ | Part-time job |
| _____ | Full-time job |
| _____ | Scholarship or assistantship |
| _____ | Relatives |
| _____ | Other (specify) |

NOTE: If you do not possess a bank credit card (BankAmericard, Master Charge, and/or Walker Bankard) disregard Numbers 7 through 11 and answer numbers 12 and 13.

7. Possession of bank credit card (Please indicate only the card(s) issued in your name.

_____ BankAmericard
 _____ Master Charge
 _____ Walker Bankard

8. Method(s) by which you have received your bank credit card(s)

_____ Application made
 _____ Unsolicited through mail

9. Length of time you have had a bank credit card in your possession

_____ Less than one month
 _____ One to six months
 _____ Seven to twelve months
 _____ More than one year

10. Total amount of purchases you have made within the last 12 months using a bank credit card

_____ \$0 - \$50	_____ \$201 - \$500
_____ \$51 - \$100	_____ \$501 - \$1,000
_____ \$101 - \$200	_____ Over \$1,000

11. Estimated number of times you have used the bank credit card within the last 12 months

_____ 0	_____ 31 - 50
_____ 1 - 10	_____ 51 - 100
_____ 11 - 30	_____ Over 100

12. If you do not now possess a bank credit card do you plan to apply for one?

_____ Yes
 _____ No
 _____ Received one but destroyed it

13. Do you use other types of credit cards?

_____ Yes
 _____ No

APPRAISAL OF YOUR MARITAL HAPPINESS

Directions: Place a (x) over the term(s) which best describe your degree of marital happiness

_____/_____/_____/_____/_____
 Very Happy Happy Average Unhappy Very Unhappy

CASE STUDY SITUATIONS

Directions: Place an (x) over the term(s) which best describe your attitude toward the use of the bank credit card in each Case Study Situation. Space is provided if you so desire to make any comments.

1. This year Mr. Barret will have an unexpected two-week summer vacation. He and Mrs. Barret will celebrate their second wedding anniversary soon. Because they have not had a vacation together since their marriage, they want to make this two-week period an extra special one. However, they have no savings and not enough money in the bank right now to meet the usual monthly payments and to pay for the trip too. They have a bank credit card that they could use. Would you use a bank credit card in such a situation?

/	/	/	/	
Most Definitely	Probably	Would Not Matter	Doubt It	Definitely Not

Comments:

2. Jim and Barbara, newly weds, are preparing to buy furniture for their apartment. They can make a substantial down payment, but in addition they need credit amounting to \$300. They figure they can pay this balance in ten months. Recently they received a bank credit card in the mail but they have not had the opportunity to use it. If you were in such a situation, would you use a bank credit card?

/	/	/	/	
Most Definitely	Probably	Would Not Matter	Doubt It	Definitely Not

Comments:

3. The Rogers had not paid much attention to their two-year-old's noticable limp for they thought that it was just part of his learning to walk. But when a doctor-friend discovered his irregular gait, he demanded that the boy be taken to a specialist. The specialist guaranteed that the condition could be overcome by wearing specially-fitted corrective shoes. The Rogers' current budget would not expand to cover the cost of such shoes nor the sessions with the specialist. However, the doctor stressed the importance of beginning the treatment now for it to be effective.

In such a situation, would you use a bank credit card?

/	/	/	/
Most Definitely	Probably	Would Not matter	Doubt It
			Definitely Not

Comments:

4. John is debating whether or not to spend cash for that extra special purchase--the wedding band. He has but a small amount in cash reserves. If an unforeseen emergency arises, he will be left with no funds to cover it. John feels that making the assumption that there will be no emergencies until after he becomes well established in his job is a bit risky, especially in their first months of marital adjustment.

Would you use a bank credit card under these circumstances?

/	/	/	/
Most Definitely	Probably	Would Not matter	Doubt It
			Definitely Not

Comments:

5. For most families, keeping a detailed record of expenditures is a very tedious and time-consuming job and for the Williams, it is no different. Mrs. Williams continually forgets to write down all her expenditures, thus efforts to keep an accurate account are rather useless. The Williams have considered applying for a bank credit card to take the load off their bookkeeping duties.

Would you use a bank credit card in this instance?

/	/	/	/	/
Most Definitely	Probably	Would Not matter	Doubt It	Definitely Not

Comments:

6. Joan has always typed her husband's papers even before they were married. She has become quite efficient on their old standard model, but they have discussed how much more time she would save if they had an electric typewriter. While shopping for some needed items in the department store, they came across a special display advertising electric typewriters. They liked all the features--and best of all the price--which was much lower than usual. Their old typewriter was still in good condition, but they were tempted to trade it in on an electric model. Could they afford it now? The special offer would be on only the remainder of that week.

In this situation, would you use a bank credit card?

/	/	/	/	/
Most Definitely	Probably	Would Not matter	Doubt It	Definitely Not

Comments:

7. The Robinsons had always enjoyed attending the movies every week, but with the arrival of their first child they found it almost an impossibility to continue the practice. It was just too expensive to get a reliable babysitter and the price of movies had risen in the last year. Yet they needed some form of entertainment and so contemplated purchasing a T.V. set. They liked this idea because in the future they would have something to show for their money but right now they lacked the cash to make an outright purchase. They decided to investigate the service provided by the bank credit card.

Would you use a bank credit card in this situation?

/	/	/	/	
Most	Probably	Would Not	Doubt	Definitely
Definitely		matter	It	Not

Comments:

8. Frank and Marilyn have come to Utah from their home state to further their education. Frank does not feel that it is safe to carry large sums of money and, therefore, is in the habit of writing checks on his home account. In traveling to a new state, they have encountered difficulty in cashing out-of-state checks. They have noted, however, that many places of business will automatically accept a bank credit card.

Would you use a bank credit card in this situation?

/	/	/	/	
Most	Probably	Would Not	Doubt	Definitely
Definitely		Matter	It	Not

Comments:

Wife

Under this cover you will find a "Personal Data Questionnaire," a rating scale for the "Appraisal of Your Marital Happiness" and a series of "Case Study Situations" all related to measuring your attitude towards the use of the Bank Credit Card.

Directions for completion:

1. Make certain that you have received the correct form for either husband or wife as indicated in the upper right hand corner of this page.
2. Complete this form answering as exact as possible in the order presented to you. Please, do not consult your partner during this period. In the event that you do not understand any portion of this form, feel free to call upon the investigator for clarification.
3. When you have completed the form, wait quietly until your partner has finished.

PERSONAL DATA QUESTIONNAIRE

1. Year born _____
2. Number of years married _____
3. Number of children

_____ One	_____ Four
_____ Two	_____ Five
_____ Three	_____ Over Five
4. Education (indicate last grade completed)

_____	Less than High School graduation
_____	High School graduation
_____	One year of college
_____	Two years of college
_____	Three years of college
_____	Four years of college
_____	Master's degree
_____	Doctorate degree
5. Major area of study (for education beyond High School)
6. Religious background (optional)

_____	Roman Catholic
_____	Protestant
_____	Jewish
_____	LDS
_____	Other
7. Individual annual income (before taxes deducted)

_____	No income
_____	Under \$1,500
_____	\$1,500 - \$2,999
_____	\$3,000 - \$4,499
_____	\$4,500 - \$5,999
_____	\$6,000 - \$7,500
_____	Over \$7,500
8. Source(s) of individual income

_____	Part-time job
_____	Full-time job
_____	Scholarship or assistantship
_____	Relatives
_____	Other (specify)

Note: If you do not possess or have access to a bank credit card (BankAmericard, Master Charge, and/or Walker Bankard) disregard numbers 9 through 13 and answer numbers 14 and 15.

9. Possession of bank credit card (Please indicate only the card(s) issued in your name)

_____ BankAmericard
 _____ Master Charge
 _____ Walker Bankard

10. Method(s) by which you have received your bank credit card(s)

_____ Application made
 _____ Unsolicited through mail

11. Length of time you have possessed or have had access to a bank credit card.

_____ Less than one month
 _____ One to six months
 _____ Seven to twelve months
 _____ More than one year

12. Total amount of purchases you have made within the last 12 months using a bank credit card

_____ \$0 - \$50	_____ \$201 - \$500
_____ \$51 - \$100	_____ \$501 - \$1000
_____ \$101 - \$200	_____ Over \$1000

13. Estimate number of times you have used the bank credit card within the last 12 months.

_____ 0	_____ 31 - 50
_____ 1 - 10	_____ 50 - 100
_____ 10 - 30	_____ Over 100

14. If you do not now possess a bank credit card do you plan to apply for one?

_____ Yes
 _____ No
 _____ Received one but destroyed it

15. Do you use other types of credit cards?

_____ Yes
 _____ No

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Comments:

VITA

Elizabeth Ellen Gorham

Candidate for the Degree of

Master of Science

Thesis: Young Married Couples' Attitudes Toward Bank Credit Cards

Major Field: Household Economics and Management

Biographical Information:

Personal Data: Born at Onawa, Iowa, June 16, 1945,
daughter of Ralph H. and Elizabeth Jane Oldham Gorham.

Education: Attended elementary school in Soldier, Iowa; graduated from East Monona Community High School in Moorhead, Iowa, in 1963; received The Bachelor of Science degree from Iowa State University, with a major in home economics education in 1968; completed requirements for the Master of Science degree, specializing in household economics and management at Utah State University in 1971.

Professional Experience: 1968-69 Vocational home economics teacher, Eldora Community Schools, Eldora, Iowa; 1971 Management class to low-income homemakers, Ogden, Utah.

Organizations: Member of Phi Kappa Phi and Phi Upsilon Omicron honorary fraternities.